



CITY OF NEWPORT BEACH

ECONOMIC DEVELOPMENT COMMITTEE

AGENDA

MEETING DATE:

Wednesday, November 16, 2005

TIME:

8:00-9:00 A.M. *Please arrive 5 min. prior*

PLACE:

City of Newport Beach Council Chambers

Roll Call and Introductions

CONSENT CALENDAR

(All matters listed under CONSENT CALENDAR are considered to be routine and will all be approved by one motion in the form listed below. The EDC members have received detailed staff reports on each of the items recommending an action. There will be no separate discussion of these items prior to the time the Committee votes on the motion unless members of the Committee, staff, or the public request specific items to be discussed and/or removed from the Consent Calendar for separate action.)

1. Approval of Minutes of October 19, 2005 (*Attachment*)
2. Progress Report (*Attachment*)

ITEMS REMOVED FROM THE CONSENT CALENDAR

DISCUSSION ITEMS

1. Economic Development Strategy Question Session – *Doug Svensson, ADE, Inc. (Attachment)*
2. EQAC Representative's Report

ITEMS FOR A FUTURE AGENDA

PUBLIC COMMENTS

ADJOURNMENT

**NEXT EXECUTIVE COMMITTEE MEETING: Wednesday, December 7th, 2005
8:00 A.M. – NEWPORT BEACH CHAMBER OF COMMERCE**

**NEXT REGULAR MEETING: Wednesday, December 21st, 2005
8:00-9:00 A.M. – CITY COUNCIL CHAMBERS**

BID ADMINISTRATION

BID Administration and Coordination	BIDs/Consultant Trimble	BID Administrator & City staff implemented new collection policy—excessive delinquencies handled by City Attorney’s ofc.; Small Claims Court if required.	Ongoing support for BID activities. Contract renewal with BIDS INC (aka Cathimarie’s Inc.)	Ongoing.	
Balboa Village BID	Trimble	Construction started on under-grounding, Phase III to follow. Pump station ongoing.	BID working on existing events and marketing programs.	Ongoing.	
Corona del Mar BID	Berger	Last BID Board meeting held September 22 nd . Discussion of public works project continuing, renewal, and election of officers.	Next BID meeting October 27 th .	Ongoing.	
Marine Avenue BID	Berger	Last meeting held September 15 th . Overview of video marketing project, visitor kiosk.	Next BID meeting October 20 th .	Ongoing.	
Restaurant Association BID	Trimble	On-going marketing program. Met September 28th.	Next meeting 11/2005.	Ongoing.	

COMMUNITY DEVELOPMENT ADMINISTRATION

CDBG Administration	Trimble/Consultant	CAPER approved by CC 9/27/2005.	Prepare recommendations for an Ad Hoc CC committee to make recommend funding for Action Plan items.	Ongoing.	Monitoring of sub-recipients ongoing.
Housing Administration	Trimble/B. Nichols Consultant	Monitoring existing affordable housing units resulted in return of a number of units to affordable status.	Construction of 120 affordable senior housing units at lower Bayview site underway. January 2006.	Ongoing.	Staff continues to coordinate with County agencies and respond to public inquiries regarding affordable housing.

Balboa Peninsula

Balboa Peninsula Sign Overlay Amortization / Incentive Program	Berger/Trimble	Amortization Incentive Program closed out June 2004.	Fry’s Market plans submitted. First reimbursement paid	Ongoing.	Overlay has been replaced by new Citywide sign code.
Balboa Village Streetscape – Phase III	Stein/Trimble	Balboa Inn expansion started 09/2004. OCS D pump station construction underway. Undergrounding project started Fall 2005.	Phase III & methane capture projects to start January 2006.	July 2006	

CORONA del MAR

Corona del Mar Vision Plan	Berger	Median improvement project almost complete.	Construction underway.		
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MARINE AVENUE

Marine Avenue Public Improvements Plan	Berger	Installation of decorative streetlights, benches, receptacles, tree well treatments and new trees complete.	Bench donor plaque program underway by BIIA.	Bench plaque program donation ongoing; waiting for donor list from BIIA.	Park Avenue Bridge seismic retrofit / replacement project on hold. Sidewalk replacement on hold.
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MARINER'S MILE

Mariner's Village Public Improvements Project	Berger/T. Brine/M. Sinacori	MMBOA discussions w/PW staff re: Caltrans safety lighting plan for Old Newport Blvd. through Riverside Dr..	2 nd Phase design on hold, pending Council/GP planning discussions. Continued discussion w/staff re: Caltrans project.		
Mariner's Mile BOA	Murrel/Berger	Meeting held October 12 th .	Next meeting to be held November 9 th .	Ongoing activity.	MMBOA interested in continuation of MVPIP improvements and planning; extension of palm trees toward both bridges; relinquishment of PCH through MM; and waterfront boardwalk.

EDC ACTIVITIES

Attraction and Retention	EDC staff	Newport Lexus project ongoing —building permit issued on 10/05/05.	Continuing discussions w/ auto dealers; continuing	Ongoing.	
Strategic Planning	Subcommittee / Wood/Berger	GPU Fiscal/Economic studies being input into General Plan Update process.	ED strategic planning process to continue with GPAC/EDC.	Ongoing, as part of GPU process.	
Image Enhancement & Marketing	Subcommittee / Berger	Wayfinding & Directional Signage Program: pilot project for "Mixmaster area" complete.	Final design concepts for directional signage to be brought to CC ASAP. Monument signage design to CC as well.		
Hotels	Subcommittee Wood/Trimble				

EDC DISCUSSION OF ECONOMIC STRATEGY

Applied Development Economics and City staff have begun the process of drafting an economic development strategic plan for Newport Beach. Although this document must support the General Plan policies being developed in the current update process, the economic strategic plan is not a General Plan element and is intended to serve a different purpose. The strategic plan should function as an action plan for City decision makers, staff, and the EDC to implement economic strategies. The main focus of the document, therefore, needs to be on the mechanics of how to effect specific changes in the City's business environment that will promote the kind of business activity the City desires.

With that said, it is necessary to answer some basic questions about the role of the City in economic development and to define the overall direction of City economic development policy in order to identify the strategic actions that make sense. There is also a question about the priorities for the actions given that staff will have much work to do to revise the existing zoning and make other changes to implement the proposed land use policies in the General Plan.

Following are questions for the EDC to discuss and provide the consultant and staff with direction for preparing the economic development strategic plan.

1. Should the City's economic development role be confined to land use and development standards and regulations, or include more proactive approaches to helping businesses locate in Newport Beach or expand?
2. The draft Land Use Element includes policies for the City to provide incentives for property owners to reinvest in and upgrade their properties. What kind of incentives should the City consider? Floor area bonuses? Parking? Financial assistance? Others? Should the type of incentive depend on the size of the business or its potential for tax generation?
3. Should the City commit staff and/or consultant resources in more formal business attraction and/or retention efforts, or should that be left to the private sector? If the City should have a role, what kinds of businesses or what geographic areas should have priority?
4. What should be the City's priorities with regard to marine industries? Are there steps the City should take to make the waterfront more viable for certain marine uses? Or should we rely on areas such as the West Newport Industrial/Mesa area for businesses priced out of the waterfront?

5. New lodging facilities have been controversial recently. Should the City encourage or facilitate the development of smaller scale lodging projects in older commercial areas? If so, what should be the City's role?
6. Potential land use changes that could affect economic development are listed below. How would the EDC prioritize implementing changes in these areas from an economic development perspective?

- a. West Newport Industrial/Mesa:

- § Prioritize hospital supporting uses
- § Allow height of 5 stories to encourage redevelopment
- § Encourage marine based businesses on properties that remain industrial

- b. Balboa Peninsula

- § Prioritize marine related commercial uses on the waterfront
- § Allow residential/retail mixed use to provide year-round support for retail
- § Promote re-use of isolated commercial properties as residential

- c. Newport Center/Fashion Island

- § Allow additional retail development to accommodate another anchor store
- § Allow an additional hotel
- § Allow more residential development to promote mixed use environment

- d. Airport Area

- § Allow up to 4,300 residential units in 5 residential villages designed around neighborhood parks

§ In Campus tract areas with noise impacts from JWA, encourage redevelopment of properties with uses that relate to and support the airport

§ Promote consolidation and visual improvement of auto rental facilities

e. Old Newport Boulevard

§ Prioritize uses that support surrounding residential neighborhoods and Hoag Hospital

§ Discourage heavy retail uses

§ Allow height of 3 stories for mixed use buildings

f. Mariner's Mile

§ Allow harbor-oriented and visitor serving uses, with limited residential development, along the waterfront

§ Allow mix of uses on inland side of Coast Highway, with only non-residential uses on the highway frontage

§ Promote "village" between Riverside and Tustin

g. Corona del Mar

§ Allow existing buildings that exceed 0.5 FAR to be upgraded and rebuilt at existing FAR

§ Allow redevelopment of parcels immediately adjoining commercial uses on Coast Highway for surface parking

§ Implement Vision 2004

7. For areas where change is anticipated, should the City assist with the development approval process, for example by preparing a program EIR?